

MEIYUME's Infinitely Recyclable Aluminium lipstick case is a sustainable take on classic beauty

This is the second addition to their sustainable aluminium packaging range.

Hong Kong, 23 March 2021 – Meiyume, a one-stop-shop partner of product and retail solutions for the beauty industry, has launched a new lipstick packaging that pays homage to its beauty heritage, with an added sustainable twist.

In 1915, the first brass metal lipstick case was crafted by Maurice Levy to resemble a bullet. After the war, the leftover tube packaging from ammunition factories gained popularity as they could be more conveniently carried and applied than using small pots and silk paper. However, due to the low cost and versatility of plastic, lipstick containers today are often made of plastic or contains plastic-derived elements that are difficult to recycle.

Meiyume is addressing this challenge by introducing a packaging that is a classic, sustainable take on the modern lipstick case, crafted from 100% aluminium and is fully recyclable. The innovative tube works on a patented 'smart click system', allowing the lipstick cap to close snugly and securely over the case body with a soft click. Solidly weighted, the container evokes a premium feeling.

Drawing from their expertise in metal processing, multi-material composition, and parts decoration techniques, the Meiyume team can customize the mono-material lipstick case in a variety of ways to reflect the customer's brand story.

The beautiful and high-quality metalwork of the lipstick tube is a testament to Meiyume's reputation as a leading metal specialist.

Meiyume has already developed several solutions covering mono-material packaging, post-consumer recycled plastics, and refillable products. The Infinitely Recyclable Lipstick packaging further reflects the company's goal to allow for more ethical cosmetics consumption without forgoing design and aesthetics.

As an organization that strives to empower beauty for the future, Meiyume, a member of the Sustainable Packaging Initiative for Cosmetics (SPICE), is committed to driving the circular economy and setting up practices that will have real world impact on the environment.

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About MEIYUME

Meiyume is a one-stop shop partner of product solutions for fragrance, skincare, and colour cosmetics, and digital retail solutions such as interactive POS displays with data capture and insights. Meiyume is one of three product vertical businesses (Beauty, Sweaters, Furniture) formerly part of Li & Fung, which were divested in April 2018 and today operate as LH Pegasus which is owned 45% by Hony Capital and 55% by the Fung Group.

For more information, please visit www.meiyume.com

About Fung Group

Fung Holdings (1937) Limited, a privately-held business entity headquartered in Hong Kong, is the major shareholder of the Fung Group of companies, whose core businesses operate across the entire global supply chain for consumer goods including sourcing, logistics, distribution and retail. The Fung Group comprises over 30,000 people working in more than 40 economies worldwide.

We have a rich history and heritage in export trading and global supply chain management that dates back to 1906 and traces the story of how Hong Kong and the Pearl River Delta emerged as one of the world's foremost manufacturing and trading regions. We are focused on both creating the Supply Chain of the Future to help brands and retailers navigate the digital economy as well as creating new opportunities, product categories and market expansion for brands on a global scale.

MEIYUME

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Listed entities of the Group include Global Brands Group Holding Limited (SEHK: 00787) and Convenience Retail Asia Limited (SEHK: 00831). Privately-held entities include Li & Fung Limited, LH Pegasus, Branded Lifestyle Holdings Limited, Fung Kids (Holdings) Limited, Toys "R" Us (Asia) and Suhyang Networks.

For more information, please visit www.funggroup.com.

About Hony Capital

Hony Capital, founded in 2003 and sponsored by Legend Holdings, specializes in buyout investment and currently it has USD 10 billion under management. Hony Capital's investors come from China and the world's leading investment institutions, including national pension funds, sovereign wealth funds, university endowment funds, regional and industry pensions, insurance companies, family foundations, individual investors and other types. It has so far invested in over 100 companies in areas of pharmaceutical and healthcare, media and entertainment, consumer products, food and beverage, as well as machinery and equipment manufacturing. Hony Capital's portfolio companies include China Shijiazhuang Pharmaceutical Group (CSPC), Zoomlion, China International Marine Containers (CIMC), Suning, Chengtou Holding, Jin Jiang International Hotels, ENN, PizzaExpress (UK), STX(US), WeWork (US), ofo, COFCO Capital, etc. The assets value of these companies totals about RMB 2.9 trillion with sales volume of RMB 860 billion, providing more than 450,000 jobs.

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